

**Grace A. Dow Memorial Library
Library Board Minutes
Wednesday, November 16, 2016, 7 p.m.
City Hall Council Chambers**

I. Roll Call

Peterson called the meeting to order at 7:00 p.m.

PRESENT: Melissa Barnard, Maxine Brink, Sarah Galt, Debbie Hayes, Steven Markey, Ann Moe, Laura Peterson

ABSENT: Michael Burhans

ALSO PRESENT: Ron Beacom, Manager of MCTV and Library Communications;
Roberta VanHolstyn, Technical Secretary

II. Acceptance of October 19, 2016 Meeting Minutes

Motion by Brink to accept minutes as submitted, seconded by Galt. Motion approved.

III. Additions or Changes to the Agenda

None

IV. Public Comments

None

V. Director's Report

On Thursday, December 1st, the last of the "Our Founding Fathers" lectures will be held with a presentation about Alexander Hamilton.

The Battle of the Books kickoff was Saturday, November 12th with approximately 500 in attendance for the combined presentations.

Congratulations to staff retirees: Nancy Birkeland, Library Assistant, with 19 years of service and Eleanor Post, Library Aide, with 16 years of service.

There will be a retirement reception for Ron Beacom on Tuesday, November 29th, 3:00-6:00 pm, in the MCTV Studio. Library Board members are invited to attend.

Barnard reviewed the holiday closings and encouraged patrons to check the Library's website and Facebook page, and posters in the Library for dates and times.

Barnard explained that the gate count numbers have not been recorded in August and September because of a computer problem. The problem has been resolved. Board members agreed that the counts should remain as recorded and not use averages based on past years.

VI. Patron Comments and Suggestions

SIGNED COMMENTS:

1. I love how you have the children's books and adult books. Well, for the children's area, maybe children 8-12 should be allowed to go by themselves. Kids need to explore more. And, maybe have at least one copy of every book. Like a copy from Saginaw.

The Library's policy requires that children under the age of 12 be accompanied by an adult for the safety and well-being of the child. Titles not owned by the Library can be borrowed from other libraries.

2. Appreciate the polite service.

UNSIGNED COMMENTS:

1. The one way sections of the parking lot should obviously be angled spaces, so vehicles larger than a mobility scooter can easily park.

Angled parking requires more space and will reduce the number of spaces available.

VII. Strategic Plan

Barnard reviewed the Library Board goals and actions.

- Based on Board actions from the October meeting, a contract is being prepared for Ben Marsh from Heirloom Coffee Company to allow pop-up coffee service during Library events. The first event would be the Friends sale on December 10th in the Cup & Chaucer Coffee Bar area.
- Board members received additional copies of the November/December Library Connection to distribute.
- Kids Day at the Mall will be Saturday, January 21st. An email will be sent to Board members about volunteering that day.
- Members are encouraged to write op-ed articles for the Midland Daily News. Barnard called attention to the piece written by librarian Ann Jarvis on remote use of the Library through on-line resources. Peterson commented it is encouraging to see that libraries are still relevant in today's society. Hayes noted the list of resources is very impressive.

Beacom highlighted marketing and communications initiatives:

- The Alexander Hamilton lecture will be recorded by MCTV.
- Kid's Day at the Mall will include a craft planned by Youth Services.
- Op-ed columns for the Midland Daily News written by Board members are always welcomed.
- News releases to Midland Daily News continue to be submitted promoting activities and programs.
- New banners advertising Library services and programs are always being considered.
- The Youth Services calendar of events is now published ahead of the Library Connection so that families can have more advanced notice of upcoming programs and events.

VIII. Announcements

Ron Beacom is retiring effective November 30th. A special proclamation will be presented to him at the City Council meeting on Monday, November 21st. Library Board members are invited to attend.

In a recently published article, the Midland Daily News called Ron Beacom, “the face of MCTV,” and deservedly so. Appreciation was expressed for Ron’s many contributions to MCTV, the Library, and the Midland community.

Beacom is glad that, back in 1993, Cliff Miles, then City Manager, encouraged MCTV to stay in the Library building when another location was being considered. He commented that there are many services that are very important to any city but the services that set Midland apart are MCTV and the avenue it provides for First Amendment speech in the community, and the Library, which provides access to information for citizens. He encouraged Board members to “keep up the good work, and be proud of what you are part of.”

IX. Adjournment

Brink moved to adjourn. Markey seconded. Motion approved. Meeting adjourned at 7:21 pm. The next meeting of the Library Board is February 15th at City Hall Council Chambers.